

## ACTION FORM BRYAN CITY COUNCIL

<b>DATE OF COUNCIL MEETING:</b> January 11, 2005 <b>DEPARTMENT OF ORIGIN:</b> City Secretary	<b>DATE SUBMITTED:</b> December 14, 2004 <b>SUBMITTED BY:</b> Mary Lynne Stratta	
<b>MEETING TYPE:</b> <input type="checkbox"/> BCD <input type="checkbox"/> SPECIAL <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> WORKSHOP	<b>CLASSIFICATION:</b> <input type="checkbox"/> PUBLIC HEARING <input checked="" type="checkbox"/> CONSENT <input type="checkbox"/> STATUTORY <input type="checkbox"/> REGULAR	<b>ORDINANCE:</b> <input type="checkbox"/> 1ST READING <input type="checkbox"/> 2ND READING
<b>AGENDA ITEM DESCRIPTION:</b> Consider approval of a two-year contract with <i>The Eagle</i> for reduced rates on municipal display advertising published in <i>The Eagle</i> . Contingent on City Council approval, the contract term will commence on January 26, 2005 and will expire on January 25, 2007. Estimated expenditure for the two-year contract period: \$135,000.00.		
<b>SUMMARY STATEMENT:</b> Various City departments are requesting approval to enter into a two-year contract with <i>The Eagle</i> to purchase advertisement space for employee recruitment purposes and to comply with state law requirements regarding publishing legal notices in a newspaper published within the municipality. The City recently negotiated a much lower column inch rate for legal ads with The Eagle, resulting in significant cost savings.		
<b>STAFF ANALYSIS (For Ordinances or Regular Agenda Items):</b> <b>A. PROS:</b>  <b>B. CONS:</b>		
<b>STAFF'S RECOMMENDATION:</b> Staff recommends approval to enter into a two-year contract with <i>The Eagle</i> .		
<b>ALTERNATIVES (In Suggested Order of Staff Preference):</b>		
<b>ATTACHMENTS:</b> Contract for Municipal Advertising		
<b>FUNDING SOURCE (Where Applicable):</b> Various 45-01 Department Funds (Advertising/Pub. Of Legal Notices)		
<b>APPROVALS:</b> Mary Lynne Stratta 12-14-04		
<b>APPROVED FOR FUNDING: CHIEF FINANCIAL OFFICER</b> Kathern Davidson 12/14/2004		
<b>APPROVED FOR SUBMITTAL: CITY ATTORNEY</b> Michael J. Cosentino 12-15-04		
<b>APPROVED FOR SUBMITTAL: CITY MANAGER</b> Mary Kaye Moore 12/15/04		

Revised 07/03